

BISCUITS – INDIAN CONSUMER – 2019

Strike a balance between health and indulgence; offer customised solutions for every family member and vary it by demographics through bundled packs.



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Report Content

EXECUTIVE SUMMARY

- What you need to know – Summary
- Target the whole family by balancing health and indulgence
- Global retail market overview: biscuits, cookies and crackers, 2018
- Ride the wave of added health benefits
- Position cream biscuits as a permissible indulgence
- Make biscuits healthy snacks
- Bundle packs to address everyone in the family
- What this means

KEY TRENDS

- What you need to know

Key drivers

- Graph 1: Retail volume (m tonnes), 2012-22

Global trends and how they are playing out in India

CONSUMER INSIGHTS

- What you need to know

Innovate in healthy biscuits

- Increase penetration of healthy biscuits in India
 - Graph 2: Consumption of healthy biscuits, by region, August 2018
 - Graph 3: Consumption of low-fat/low-calorie biscuits, by age and gender, August 2018
 - Graph 4: Consumption of multigrain biscuits by age and gender, August 2018
 - Graph 5: Agreement with select statements about biscuits, by region, August 2018
- Premiumise biscuits

Customise offerings by demographics

- Leverage the popularity of biscuits in specific regions
 - Graph 6: Consumption of different types of biscuits, by region, August 2018
 - Graph 7: Savoury biscuit launches, 2016-18
- Make salted biscuits interesting
- Pair biscuits with hot beverages

- Provide on-the-go formats
 - Graph 8: Agreement with 'I want biscuit packs that are suitable for my kid's snack box', by consumers with kids between the ages of 5-17 in their household, August 2018
 - Graph 9: Share of products with 'plus' claims, 2017-18
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- Look at dessert flavours to appeal to all ages
 - Graph 10: Top flavours in sweet biscuits, 2018
 - Graph 11: Select consumption and attitude towards biscuits, by age, August 2018
 - Graph 12: Select factors influencing purchase of biscuits, by age, August 2018

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- Opportunity: Key areas of focus

Opportunities

- Graph 13: Select attitudes and consumption of local ethnic biscuits, by region, August 2018

Who's innovating

- Healthy biscuits made interesting

Global innovations

- Temperature-sensitive biscuits
- Interesting global innovations

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